

**INDEX AND CONTENTS**

**THE PUBLIC OPINION  
QUARTERLY**

**Volume XVI, 1952**



*The*  
**Public Opinion  
Quarterly**

EDITORIALLY SPONSORED BY PRINCETON UNIVERSITY  
PUBLISHED BY PRINCETON UNIVERSITY PRESS  
ORGAN OF THE AMERICAN ASSOCIATION  
FOR PUBLIC OPINION RESEARCH

RICHARD C. SNYDER, *Editor*

EDGAR LANE, *Associate Editor* BETTY B. BREDEMEIER, *Managing Editor*

THE QUARTERLY is supported solely by Princeton University, Princeton University Press, and income from subscribers and advertisers. General editorial policy is the responsibility of a committee comprised of several members of the Princeton faculty under the chairmanship of Wilbert E. Moore. Louis Harris represents the American Association for Public Opinion Research on this committee. Statements of fact and opinion are made on the responsibility of the authors alone, and do not imply an opinion on the part of the magazine, which is hospitable to all points of view, provided only that the material presented helps the reader to gain insight into the problems of public opinion. The American Association for Public Opinion Research assumes responsibility only for material which is signed by an officer of the Association in his official capacity. The advisory board listed below is generous in its assistance and advice on particular problems, but is not responsible for policy or the content of issues.

---

ADVISORY BOARD

BERNARD BERELSON  
JEROME S. BRUNER  
LEONARD COTTRELL  
ARCHIBALD M. CROSSLEY  
W. PHILLIPS DAVISON

HERBERT HYMAN  
HAROLD D. LASSEWELL  
PAUL F. LAZARSFELD  
WILBUR SCHRAMM  
PHILIP SELZNICK

SAMUEL STOUFFER  
ROBERT STRUNKY  
PAUL TRECOTT  
DAVID TRUMAN  
ELMO C. WILSON

## INDEX AND CONTENTS

# THE PUBLIC OPINION QUARTERLY

Volume XVI, 1952

## Index

- Alpert, Harry, "Opinion and Attitude Surveys in the U.S. Government," 33-41.
- Anderson, Dale, "Roper's Field Interviewing Organization," 263-272.
- Austin, Garry, "The Relative Quality of Best Sellers," 131-132.
- Barioux, Max, "A Method for the Selection, Training, and Evaluation of Interviewers," 128-130.
- Bauer, Raymond A. and Peter H. Rossi, "Some Patterns of Soviet Communications Behavior," 653-665.
- Berelson, Bernard, "Democratic Theory and Public Opinion," 313-330.
- Bernays, Edward L., *Public Relations*, reviewed, 300-302.
- Bernstein, Marver, book review: *Is Anybody Listening?*, 296-300.
- Berrol, Edward and Olive Holmes, "Survey and Area Approaches to International Communications Research," 567-578.
- Borgatta, Edgar F. and David G. Hays, "Some Limitations on the Arbitrary Classification of Non-Scale Response Patterns in a Guttman Scale," 410-416.
- Borgatta, Edgar F., Samuel A. Stouffer et al., "A Technique for Improving Cumulative Scales," 273-291.
- Cahnman, Werner J., and Harold Mendelsohn, "Communist Broadcasts to Italy," 671-680.
- COMMUNICATIONS RESEARCH. (See also International Communications Research), Deutsch, Karl W., "On Communication Models in the Social Sciences," 356-380; Dodd, Stuart C., "Testing Message Diffusion from Person to Person," 247-262; Eisenstadt, S. N., "Communication Processes Among Immigrants in Israel," 42-58; Kaufmann, Helen J., "Implications of Domestic Research for International Communications Research," 552-560; Lerner, Daniel, "International Coalitions and Communication Content: A Case of Neutralism," 681-688; Smith, Bruce L., "Communications Research on Non-Industrial Countries," 527-538; Stein, Jay W., "Classifying Communications," 438-440; Stykos, J. Mayone, "Patterns of Communication in a Rural Greek Village," 59-70.
- COMMUNISM. Bauer, Raymond A., and Peter H. Rossi, "Some Patterns of Soviet Communications Behavior," 653-665; Cahnman, Werner J., and Harold Mendelsohn, "Communist Broadcasts to Italy," 671-680; Inkeles, Alex, "Soviet Reactions to the Voice of America," 612-618; Krugman, Herbert E., "The Appeal of Communism to American Middle Class Intellectuals and Trade Unionists," 331-355. Massing, Paul W., "Communist References to the Voice of America," 618-622.
- CONTENT ANALYSIS. Herzog, Herta, "Listener Mail to the Voice of America," 607-611; Inkeles, Alex, "Soviet Reactions to the Voice of America," 612-618; Jahoda, Marie and

- Joseph T. Klapper, "From Social Bookkeeping to Social Research," 623-630; Kraeauer, Siegfried, "The Challenge of Qualitative Content Analysis," 631-641; Massing, Paul W., "Communist References to the Voice of America," 618-622.
- Davison, W. Phillips, book review; *Understanding Public Opinion—A Guide for Newspapermen and Newspaper Readers*, 292-295.
- Davison, W. Phillips, and Alexander L. George, "An Outline for the Study of International Political Communications," 501-511.
- de Jong, Wim, "Polls and Economic Forecasting in Holland," 70-76.
- DeLott, Jack and Julian L. Woodward, "Field Coding Versus Office Coding," 432-436.
- Deutsch, Karl W., "On Communication Models in the Social Sciences," 356-380.
- Dodd, Stuart C., "Testing Message Diffusion from Person to Person," 247-262.
- Dooray, John, "Public Opinion Research in France," 225-235.
- Dutkowski, John and Richard C. Sheldon, "Are Soviet Satellite Refugee Interviews Projectable?" 579-594.
- Eisenstadt, S. N., "Communication Processes Among Immigrants to Israel," 42-58.
- Ervin, Susan and Robert T. Bower, "Translation Problems in International Surveys," 595-604.
- Ferber, Robert and Hugh G. Wales, "Detection and Correction of Interviewer Bias," 107-127.
- Fiske, Marjorie and Leo Lowenthal, "Some Problems in the Administration of International Communication Research," 149-159.
- Glock, Charles Y., "The Comparative Study of Communications and Opinion Formation," 512-526.
- Grossack, Martin, "A Study of Attitudes Toward American Policy in Germany," 440-442.
- Hays, David G. and Edgar F. Borgatta, "Some Limitations on the Arbitrary Classification of Non-Scale Response Patterns in a Guttman Scale," 410-416.
- Henry, Andrew F., "A Method of Classifying Non-Scale Response Patterns in a Guttman Scale," 94-106.
- Herzog, Herta, "Listener Mail to the Voice of America," 607-611.
- Holmes, Olive and Edward Berrol, "Survey and Area Approaches to International Communications Research," 567-578.
- Inkeles, Alex, "Soviet Reactions to the Voice of America," 612-617.
- INTERNATIONAL COMMUNICATIONS RESEARCH.
- Bauer, Raymond A., and Peter H. Rossi, "Some Patterns of Soviet Communications Behavior," 653-665; Berrol, Edward and Olive Holmes, "Survey and Area Approaches to International Communications Research," 567-578; Cahnman, Werner J., and Harold Mendelsohn, "Communist Broadcasts to Italy," 671-680; Davison, W. Phillips and Alexander L. George, "An Outline for the Study of International Political Communications," 501-511; Ervin, Susan and Robert T. Bower, "Translation Problems in International Surveys," 595-604; Fiske, Marjorie and Leo Lowenthal, "Some Problems in the Administration of International Communications Research," 149-159; Kaufmann, Helen J., "Implications of Domestic Research for International Communications Research," 552-560; Lasswell, Harold D., "Psychological Policy Research and Total Strategy," 491-500; Lazarsfeld, Paul F., "The Prognosis for International Communications Research," 481-490; Lerner, Daniel, "International Coalitions and Communication Content: A Case of Neutralism," 681-688; Lowenthal, Leo, "Introduction to Special Issue on International Communications Research," v-x; Sills, David L., and Benjamin E. Ringer, "Political Extremists in Iran: A Secondary Analysis of Communications Data"; Smith, Bruce L., "Communications Research on Non-Industrial Countries," 527-538.
- INTERVIEWING. Anderson, Dale, "Roper's Field Interviewing Organization," 263-272; Baroux, Max, "A Method for the Selection, Training, and Evaluation of Interviewers," 128-130; Ferber, Robert and Hugh G. Wales, "Detection and Correction of Interviewer Bias," 107-127; Stycos, J. Mayone, "Interviewer Training in Another Culture," 236-246.
- Jahoda, Marie and Joseph T. Klapper, "From Social Bookkeeping to Social Research," 623-630.

- Kaufmann, Helen J., "Implications of Domestic Research for International Communications Research," 552-560.
- Klapper, Joseph T. and Marie Jahoda, "From Social Bookkeeping to Social Research," 623-630.
- Klapper, Joseph T. (Editor), "Letter to the Home Office," 642-652.
- Koslin, Bertram and Malcolm Moos, "Prestige Suggestion and Political Leadership," 77-93.
- Kracauer, Siegfried, "The Challenge of Qualitative Content Analysis," 631-641.
- Krugman, Herbert E., book review: *Personality and Political Crisis*, 139-142.
- Krugman, Herbert E., "The Appeal of Communism to American Middle Class Intellectuals and Trade Unionists," 331-355.
- Larson, Cedric, book review: *Public Relations*, 300-302.
- Lasswell, Harold D., "Psychological Policy Research and Total Strategy," 491-500.
- Lasswell, Harold D., et al., *The Comparative Study of Elites*, reviewed, 27-32.
- Lasswell, Harold D., *The World Revolution of Our Time*, reviewed, 27-32.
- Latham, Earl, *The Group Basis of Politics*, reviewed, 305-306.
- Lazarsfeld, Paul F., "The Prognosis for International Communications Research," 481-490.
- Lerner, Daniel, "International Coalitions and Communication Content: A Case of Neutrality," 681-688.
- Lerner, Daniel, *The Nazi Elite*, reviewed, 27-32.
- Lerner, Daniel, and Harold D. Lasswell (Editors), *The Policy Sciences: Recent Developments in Scope and Method*, reviewed, 142-143.
- Lowenthal, Leo and Marjorie Fiske, "Some Problems in the Administration of International Communication Research," 149-159.
- Lowenthal, Leo, "Introduction to Special Issue on International Communications," v-x.
- MacDougal, Curtis, D., *Understanding Public Opinion—A Guide for Newsmen and Newspaper Readers*, reviewed, 292-295.
- Mainzer, Lewis, book review: *Public Relations and American Democracy*, 136-138.
- Marder, Eric, "Linear Segments: A Technique for Scalogram Analysis," 417-431.
- Massing, Paul W., "Communist References to the Voice of America," 618-622.
- Mendelsohn, Harold and Werner J. Cahnman, "Communist Broadcasts to Italy," 671-680.
- Miller, Merle, *The Judges and the Judged*, reviewed, 302-305.
- Miller, Mungo, "The Waukegan Study of Voter Turnout Prediction," 381-398.
- Mishler, Elliot G., book review: *Communication: The Social Matrix of Society*, 133-136.
- Moore, Wilbert E., book review: *The Policy Sciences: Recent Developments in Scope and Method*, 142-143.
- Moos, Malcolm and Bertram Koslin, "Prestige Suggestion and Political Leadership," 77-93.
- Payne, Stanley L., *The Art of Asking Questions*, reviewed, 138-139.
- Pearlin, Leonard I. and Morris Rosenberg, "Propaganda Techniques in Institutional Advertising," 5-26.
- Pimlott, J. A. R., *Public Relations and American Democracy*, reviewed, 136-138.
- POLITICAL BEHAVIOR. Berelson, Bernard, "Democratic Theory and Public Opinion," 313-330; Lerner, Daniel, "International Coalitions and Communication Content: A Case of Neutrality," 681-688; Miller, Mungo, "The Waukegan Study of Voter Turnout Prediction," 381-398; Moos, Malcolm and Bertram Koslin, "Prestige Suggestion and Political Leadership," 77-93; Ross, Ralph Gilbert, "Elites and the Methodology of Politics," 27-32; Showell, Morris, "Political Independence in Washington State," 399-409; Sills, David L. and Benjamin E. Ringier, "Political Extremists in Iran: A Secondary Analysis of Communications Data," 689-702; Suchman, Edward A., "Socio-Psychological Factors Affecting Predictions of Elections," 436-438.
- PRESS. Austin, Garry R., "The Relative Quality of Best Sellers," 131-132.
- PROPAGANDA. Pearlin, Leonard I. and Morris Rosenberg, "Propaganda Techniques in Institutional Advertising," 5-26; White, Ralph K., "The New Resistance to International Propaganda," 539-550.
- PUBLIC OPINION RESEARCH—GENERAL. Alpert, Harry, "Opinion and Attitude Surveys in the U.S. Government," 33-41; Berelson, Bernard, "Democratic Theory and Public Opinion," 313-330; De Jong, Wim, "Polls and Economics Forecasting in Holland," 71-76.
- PUBLIC OPINION RESEARCH—INTERNATIONAL (See also International Communications Research). Berrol, Edward and Olive Holmes, "Survey and Area Approaches to Interna-

tional Communications Research," 567-578; Ervin, Susan and Robert T. Bower, "Translation Problems in International Surveys," 595-604; Dorsey, John, "Public Opinion Research in France," 225-235.

**PUBLIC OPINION RESEARCH—METHOD** (See also Content Analysis and Interviewing). Barioux, Max, "A Method for the Selection, Training, and Evaluation of Interviewers," 128-130; Berrol, Edward and Olive Holmes, "Survey and Area Approaches to International Communications Research," 567-579; Borgatta, Edgar F., and David G. Hays, "Some Limitations on the Arbitrary Classification of Non-Scale Response Patterns in a Guttman Scale," 410-416; Ervin, Susan and Robert T. Bower, "Translation Problems in International Surveys," 595-604; Ferber, Robert and Hugh G. Wales, "Detection and Correction of Interviewer Bias," 107-127; Henry, Andrew F., "A Method of Classifying Non-Scale Response Patterns in a Guttman Scale," 94-106; Marder, Eric, "Linear Segments: A Technique for Scalogram Analysis," 417-431; Sheldon, Richard C. and John Dutkowski, "Are Soviet Satellite Refugee Interviews Projectable?" 579-594; Stouffer, Samuel A., et al., "A Technique for Improving Cumulative Scales," 273-291; Stycos, J. Mayone, "Interviewer Training in Another Culture," 236-246; Woodward, Julian F. and Jack DeLott, "Field Coding Versus Office Coding," 432-436.

**PUBLIC RELATIONS.** Pearlman, Leonard I. and Morris Rosenberg, "Propaganda Techniques in Institutional Advertising," 5-26; Rogow, Arnold A., "The Public Relations Programs of the Labor Government and British Industry," 201-224.

Riddle, Donald H., book review: *The Group Basis of Politics*, 305-306.

Ringer, Benjamin E. and David L. Sills, "Political Extremists in Iran: A Secondary Analysis of Communications Data," 689-702.

Rogow, Arnold A., "The Public Relations Programs of the Labor Government and British Industry," 210-224.

Rosenberg, Morris and Leonard I. Pearlman, "Propaganda Techniques in Institutional Advertising," 5-26.

Ross, Ralph Gilbert, "Elites and the Methodology of Politics," 27-32.

Ross, Ralph Gilbert, book review: *The World*

*Revolution of Our Time, The Comparative Study of Elites, The Politburo, The Nazi Elite*, 27-32.

Rossi, Peter H. and Raymond A. Bauer, "Some Patterns of Soviet Communication Behavior," 653-665.

Rossi, Peter H., "Technical Postscript," 666-670.

Ruesch, Jurgen and Gregory Bateson, *Communications: The Social Matrix of Society*, reviewed, 133-136.

Sandage, C. H., *Building Audiences for Educational Radio Programs*, reviewed, 295-296.

Schueller, George K., *The Politburo*, reviewed, 27-32.

Scott, William, "The Information Meetings as an Instrument of Social Change in Occupied Japan," 160-178.

Sheldon, Richard C. and John Dutkowski, "Are Soviet Satellite Refugee Interviews Projectable?" 579-594.

Showel, Morris, "Political Independence in Washington State," 399-409.

Sills, David L. and Benjamin E. Ringer, "Political Extremists in Iran: A Secondary Analysis of Communications Data," 689-702.

Smith, Bruce L. "Communications Research on Non-Industrial Countries," 527-538.

Stanton, Alfred H. and Stewart E. Perry (Editors), *Personality and Political Crisis*, reviewed, 139-142.

Stein, Jay W., "Classifying Communications," 438-440.

Stouffer, Samuel A., et al., "A Technique for Improving Cumulative Scales," 273-291.

Stykos, J. Mayone, "Interviewer Training in Another Culture," 236-246.

Stykos, J. Mayone, "Patterns of Communication in a Rural Greek Village," 59-70.

Suchman, Edward A., "Socio-Psychological Factors Affecting Predictions of Elections," 436-438.

**TELEVISION.** Wiebe, G. D., "Responses to the Televised Kefauver Hearings: Some Social Psychological Implications," 179-200.

Wales, Hugh G. and Robert Ferber, "Detection and Correction of Interviewer Bias," 107-127.

White, Ralph K., "The New Resistance to International Propaganda," 539-551.

Whyte, William H., Jr., and the Editors of *Fortune*, *Is Anybody Listening*, reviewed, 296-300.

- Wiebe, G. D., book review: *Building Audiences for Educational Radio Programs*, 295-296.
- Wiebe, G. D., "Responses to the Televised Kefauver Hearings: Some Social Psychological Implications," 179-20.
- Wilson, H. H., book review: *The Judges and the Judged*, 302-305.
- Woodward, Julian L., and Jack DeLott, "Field Coding Versus Office Coding," 432-436.
- Woodward, Julian L., book review: *The Art of Asking Questions*, 138-139.

# CONTENTS

## NUMBER 1—SPRING

PROPAGANDA TECHNIQUES IN INSTITUTIONAL ADVERTISING By Leonard I. Pearlin and Morris Rosenberg	5
ELITES AND THE METHODOLOGY OF POLITICS By Ralph Gilbert Ross	27
OPINION AND ATTITUDE SURVEYS IN THE U.S. GOVERNMENT By Harry Alpert	33
COMMUNICATION PROCESSES AMONG IMMIGRANTS IN ISRAEL By S. N. Eisenstadt	42
PATTERNS OF COMMUNICATION IN A RURAL GREEK VILLAGE By J. Mayone Stycos	59
POLLS AND ECONOMIC FORECASTING IN HOLLAND By Wim De Jong	71
PRESTIGE SUGGESTION AND POLITICAL LEADERSHIP By Malcolm Moos and Bertram Koslin	77
A METHOD OF CLASSIFYING NON-SCALE RESPONSE PATTERNS IN A GUTTMAN SCALE By Andrew F. Henry	94
DETECTION AND CORRECTION OF INTERVIEWER BIAS By Robert Ferber and Hugh G. Wales	107
LIVING RESEARCH	
A METHOD FOR THE SELECTION, TRAINING, AND EVALUATION OF INTERVIEWERS By Max Barrioux	128
THE RELATIVE QUALITY OF BEST SELLERS By Garry R. Austin	131
BOOK REVIEWS	

Lasswell, Harold D., *The World Revolution of Our Time*

Lasswell, Harold D., Daniel Lerner, and C. Easton Rothwell, <i>The Comparative Study of Elites</i>	
Schueller, George K., <i>The Politburo</i>	
Lerner, Daniel, <i>The Nazi Elite</i> Reviewed by Ralph Gilbert Ross	27
Ruesch, Jurgen and Gregory Bateson, <i>Communication: The Social Matrix of Society</i> Reviewed by Elliot G. Mischler	133
Pimlott, J. A. R., <i>Public Relations and American Democracy</i> Reviewed by Lewis Mainzer	136
Payne, Stanley L., <i>The Art of Asking Questions</i> Reviewed by Julian L. Woodward	138
Stanton, Alfred H. and Stewart E. Perry (Editors), <i>Personality and Political Crisis: New Perspectives from Social Science and Psychiatry for the Study of War and Politics</i> Reviewed by Herbert E. Krugman	139
Lerner, Daniel and Harold D. Lasswell (Editors), <i>The Policy Sciences: Recent Developments in Scope and Method</i> Reviewed by Wilbert E. Moore	142
<b>BOOKS NOTED</b>	144

## NUMBER 2—SUMMER

<b>SOME PROBLEMS IN THE ADMINISTRATION OF INTERNATIONAL COMMUNICATIONS RESEARCH</b> By Marjorie Fiske and Leo Lowenthal	149
<b>THE INFORMATION MEETING AS AN INSTRUMENT OF SOCIAL CHANGE IN OCCUPIED JAPAN</b> By William Scott	160
<b>RESPONSES TO THE TELEVISED KEFAUVER HEARINGS: SOME SOCIAL PSYCHOLOGICAL IMPLICATIONS</b> G. D. Wiebe	179
<b>THE PUBLIC RELATIONS PROGRAMS OF THE LABOR GOVERNMENT AND BRITISH INDUSTRY</b> By Arnold A. Rogow	201
<b>PUBLIC OPINION RESEARCH IN FRANCE</b> By John Dorsey	225

INTERVIEWER TRAINING IN ANOTHER CULTURE By J. Mayone Stycos	236
TESTING MESSAGE DIFFUSION FROM PERSON TO PERSON By Stuart C. Dodd	247
ROPER'S FIELD INTERVIEWING ORGANIZATION By Dale Anderson	263
A TECHNIQUE FOR IMPROVING CUMULATIVE SCALES By Samuel A. Stouffer, Edgar F. Borgatta, David G. Hays, and Andrew F. Henry	273
<b>BOOK REVIEWS</b>	
MacDougal, Curtis D., <i>Understanding Public Opinion—A Guide for Newspapermen and Newspaper Readers</i> Reviewed by W. Phillips Davison	292
Sandage, C. H., <i>Building Audiences for Educational Radio Programs</i> Reviewed by G. D. Wiebe	295
Whyte, William H., Jr., and the Editors of <i>Fortune</i> , <i>Is Anybody Listening</i> Reviewed by Marver Bernstein	296
Bernays, Edward L., <i>Public Relations</i> Reviewed by Cedric Larson	300
Miller, Merle, <i>The Judges and the Judged</i> Reviewed by H. H. Wilson	302
Latham, Earl, <i>The Group Basis of Politics</i> Reviewed by Donald H. Riddle	305
<b>BOOKS NOTED</b>	
<b>CORRECTION</b>	308

### **NUMBER 3—FALL**

DEMOCRATIC THEORY AND PUBLIC OPINION By Bernard Berelson	313
THE APPEAL OF COMMUNISM TO AMERICAN MIDDLE CLASS INTELLECTUALS AND TRADE UNIONISTS By Herbert E. Krugman	331
ON COMMUNICATION MODELS IN THE SOCIAL SCIENCES By Karl W. Deutsch	356

THE WAUKEGAN STUDY OF VOTER TURNOUT PREDICTION	381
By Mungo Miller	
POLITICAL INDEPENDENCE IN WASHINGTON STATE	399
By Morris Showel	
SOME LIMITATIONS ON THE ARBITRARY CLASSIFICATION OF NON-SCALE RESPONSE PATTERNS IN A GUTTMAN SCALE	410
By Edgar F. Borgatta and David G. Hays	
LINEAR SEGMENTS: A TECHNIQUE FOR SCALOGRAM ANALYSIS	417
By Eric Marder	
 <b>LIVING RESEARCH</b>	
FIELD CODING VERSUS OFFICE CODING	432
By Julian F. Woodward and Jack DeLott	
SOCIO-PsYCHOLOGICAL FACTORS AFFECTING PREDICTIONS OF ELECTIONS	436
By Edward A. Suchman	
CLASSIFYING COMMUNICATIONS	438
By Jay W. Stein	
A STUDY OF ATTITUDES TOWARD AMERICAN POLICY IN GERMANY	440
By Martin Grossack	
 <b>LETTERS TO THE EDITOR</b>	
From: Matilda White Riley	443
G. D. Wiebe	443
Jeremiah Kaplan	445
 <b>NEWS NOTES</b>	 446

**NUMBER 4—WINTER**

**INTRODUCTION**  
By LEO LOWENTHAL

## THE FIELD OF INTERNATIONAL COMMUNICATIONS RESEARCH

- THE PROGNOSIS FOR INTERNATIONAL COMMUNICATIONS  
RESEARCH 481  
By Paul F. Lazarsfeld
- PSYCHOLOGICAL POLICY RESEARCH AND TOTAL STRATEGY 491  
By Harold D. Lasswell
- AN OUTLINE FOR THE STUDY OF INTERNATIONAL POLITICAL  
COMMUNICATIONS 501  
By W. Phillips Davison and Alexander L. George
- THE COMPARATIVE STUDY OF COMMUNICATIONS AND  
OPINION FORMATION 512  
By Charles Y. Glock

## PROBLEM AREAS

### *Under-Developed Areas*

- COMMUNICATIONS RESEARCH ON NON-INDUSTRIAL  
COUNTRIES 527  
By Bruce L. Smith

### *Propaganda*

- THE NEW RESISTANCE TO INTERNATIONAL PROPAGANDA 539  
By Ralph K. White

### *Domestic to International*

- IMPLICATIONS OF DOMESTIC RESEARCH FOR INTERNATIONAL  
COMMUNICATIONS RESEARCH 552  
By Helen J. Kaufmann

### *The Practitioner's Side*

- THE CONTRIBUTIONS OF RESEARCH TO  
OPERATING EXPERIENCE 561  
By Jesse M. MacKnight

## TECHNIQUES

SURVEY AND AREA APPROACHES TO INTERNATIONAL COMMUNICATIONS RESEARCH By Edward Berrol and Olive Holmes	567
ARE SOVIET SATELLITE REFUGEE INTERVIEWS PROJECTABLE? By Richard C. Sheldon and John Dutkowski	579
TRANSLATION PROBLEMS IN INTERNATIONAL SURVEYS By Susan Ervin and Robert T. Bower	595
CONTENT ANALYSIS FOR THE VOICE OF AMERICA: A SYMPOSIUM	605
LISTENER MAIL TO THE VOICE OF AMERICA By Herta Herzog	607
SOVIET REACTIONS TO THE VOICE OF AMERICA By Alex Inkeles	612
COMMUNIST REFERENCES TO THE VOICE OF AMERICA By Paul W. Massing	618
FROM SOCIAL BOOKKEEPING TO SOCIAL RESEARCH By Marie Jahoda and Joseph T. Klapper	623
THE CHALLENGE OF QUALITATIVE CONTENT ANALYSIS By Siegfried Kracauer	631
LETTER TO THE HOME OFFICE	642

## FINDINGS

SOME PATTERNS OF SOVIET COMMUNICATIONS BEHAVIOR By Peter H. Rossi and Raymond A. Bauer	653
TECHNICAL POSTSCRIPT By Peter H. Rossi	666
COMMUNIST BROADCASTS TO ITALY By Harold Mendelsohn and Werner J. Cahnman	671
INTERNATIONAL COALITIONS AND COMMUNICATION CONTENT: A CASE OF NEUTRALISM By Daniel Lerner	681

POLITICAL EXTREMISTS IN IRAN: A SECONDARY  
ANALYSIS OF COMMUNICATIONS DATA

689

By Benjamin E. Ringer and David L. Sills

NOTES

PROCEEDINGS OF THE COMMITTEE ON INTERNATIONAL  
COMMUNICATIONS RESEARCH

703